



Notice City Commission Study Session

7:00 PM

Monday, September 22, 2014

Governmental Center, Commission Chambers, 400 Boardman Avenue
Traverse City, MI 49684

Posted and Published: 09-19-14

The meeting informational packet is available for public inspection at the Traverse Area District Library, Law Enforcement Center, City Manager's Office, and City Clerk's Office.

The City of Traverse City does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, MI 49684, 922-4440-TDD: 922-4412, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator. At the request of City Manager Jered Ottenwess, City Clerk Benjamin Marentette has called this Study Session.

City Commission:

c/o Benjamin C. Marentette, CMC, City Clerk
(231) 922-4480

Email: tcclerk@traversecitymi.gov

Web: www.traversecitymi.gov

400 Boardman Avenue

Traverse City, MI 49684

The mission of the Traverse City City Commission is to guide the preservation and development of the City's infrastructure, services, and planning based on extensive participation by its citizens coupled with the expertise of the city's staff. The Commission will both lead and serve Traverse City in developing a vision for sustainability and the future that is rooted in the hopes and input of its citizens and organizations, as well as cooperation from surrounding units of government.

Welcome to the Traverse City Study Session!

Any interested person or group may address the City Commission on any agenda item when recognized by the presiding officer or upon request of any commissioner. Also, any interested person or group may address the City Commission on any matter of City concern not on the Agenda during the agenda item designated Public comment. The comment of any member of the public or any special interest group may be limited in time. Such limitation shall not be less than five minutes unless otherwise explained by the presiding officer, subject to appeal by the Commission.

Agenda

Pledge of Allegiance

Roll Call

1. Discussion regarding the National Cherry Festival. (Jered Ottenwess, Benjamin Marentette)
2. Announcements from the City Clerk. (Benjamin Marentette)
3. Public comment.
4. Adjournment.



The City of Traverse City

Communication to the City Commission

FOR THE CITY COMMISSION MEETING OF SEPTEMBER 22, 2014

DATE: SEPTEMBER 19, 2014

FROM: JERED OTTENWESS, CITY MANAGER

SUBJECT: SEPTEMBER 22 STUDY SESSION

1. *National Cherry Festival*

At the May 5th regular City Commission meeting, when the Commission approved the agreement with the National Cherry Festival, the Commission indicated a desire to have a study session in the fall to address certain items with more lead time prior to next year's festival. Please see the attached report regarding the 2014 event prepared by City Clerk Benjamin Marentette and a report from Code Enforcement Officer Mike Trombley, which were previously circulated. Please note that the City Clerk's report has been updated to reflect feedback that came in through the City's website subsequent to the original report.

Members of the City Commission have indicated a desire to discuss the following:

Cap on reimbursement of the city's incremental costs. Please see the attached excerpt of a memo from City Clerk Benjamin Marentette to the City Commission Ad Hoc Committee for the 2014 Festival that details the history of the cap, going back to 2003. Currently, the cap is established at \$45,000. This year, the City's incremental costs were \$62,709.75. These costs were significantly higher than last year for a couple reasons: 1) an increase in the amount of overtime Police Department personnel opted to take as direct pay, rather than comp time; 2) it was a Blue Angel year, which is always higher than non-Blue Angel years (last year was a non-Blue Angel Year).

Length of the Cherry Festival - length of overall park usage. In 2014, the Festival occupied certain parks (including the Open Space and Clinch Park) for 15

calendar days, with 8 ½ days for actual events and the remaining days for set up / take down. National Cherry Festival Executive Director Trevor Tkach has indicated that the Festival could be more efficient and use fewer days for set up and take down, reducing the overall number of days for park use.

No use of the Open Space on Independence Day. The Cherry Festival has dates in place for the 2015 and 2016 events as follows: July 4-11, 2015 and July 2-9, 2016. Because these dates have been planned by the City, Cherry Festival and Film Festival, I recommend the City Commission discussion focus on 2017 festival and beyond if there is interest in pursuing this issue.

No longer having the Cherry Festival or Film Festival exempt from the Parks Policy. This would, for instance, mean that they would be required to pay permit fees. For 2014, City Clerk Benjamin Marentette calculated that the permit fees charged to the National Cherry Festival would have been \$20,008. Currently, the Festival is not required to pay such fees.

For the discussion Monday evening, I recommend that the Commission: 1) provide its general feedback on each of these issues; 2) determine if there are other items to be discussed; and 3) determine, based on that discussion, if it is appropriate to form a City Commission Ad Hoc Committee at this time to bring a recommendation to the full Commission for consideration well in advance of the 2015 festival.

e-copy: Trevor Tkach, National Cherry Festival

Memorandum

The City of Traverse City



TO: Jered Ottenwess, City Manager

COPY: Trevor Tkach, National Cherry Festival Executive Director
Department Heads
Event Planning Group
Michael Trombley, Code Enforcement Officer

FROM: Benjamin Marentette, City Clerk

DATE: Wednesday, July 23, 2014¹

SUBJECT: 2014 NATIONAL CHERRY FESTIVAL

The purpose of this memo is to provide you with a formal report regarding the City's management efforts with respect to the 2014 National Cherry Festival.

Overview:

Overall, this year's event was run tremendously well – which is particularly impressive given the extraordinary attendance this year. This report outlines various items to be corrected in the future; however, there were no alarming issues that arose. I want to specifically acknowledge the efforts of City staff, Trevor Tkach and Kat Phillips at the National Cherry Festival – the amount of coordination and cooperation associated with this event is quite remarkable.

General oversight and management

As you are aware, City staff met with National Cherry Festival (NCF) representatives on various occasions leading up to the event and during the event, to coordinate the use of the city's resources, including personnel and land. Specifically, various touch points occurred to ensure the provisions of the agreement authorized by the City Commission as well as the permit conditions were followed.

As you directed, I worked closely with Code Enforcement Officer Michael Trombley to ensure monitoring of the event. My office and Michael interacted on a daily basis to discuss the Festival's activities. Attached is a report from Michael. Michael's efforts and presence were very effective and proved beneficial throughout the Festival.

Formal Debrief

On July 23, 2014, a formal debrief was held with representatives of City staff and the festival. Those in attendance were: You, Penny Hill, Assistant City Manager; Trevor Tkach (NCF

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¹ Updated September 2, 2014, to reflect additional feedback received through city's website

Executive Director); Kat Phillips (NCF Operations Manager); Rob Becker, Streets Supervisor; Captain Mike Sheets, Fire Marshal; Katie Lowran, Deputy City Clerk; Nicole VanNess, Parking Administrator; John McWethy, Public Services Assistant; Colleen Paveglio, DDA Deputy Director; Dave Green, Director of Public Services; Barry Smith, Marina Dockmaster; Rob Britton, Parks and Recreation Supervisor; Michael Trombley, Code Enforcement Officer; Lauren Vaughn, Parks and Recreation Superintendent; Doug Dowdy, BATA, and myself.

The following items were addressed:

Police Department observations

The Police Department was not at the debrief; I followed-up with Captain O'Brien and he indicated he did not have any issues of concern to report.

Trash Management

New DDA trash compactor by Kilwin's was helpful as well as City's extra trash removal efforts along Grandview Parkway after the airshow; the additional efforts given by NCF, in partnership with Bay Area Recycling for Charities at the Fireworks Finale (with volunteers walking the beach taking trash) was quite effective.

For the future: continue the city's efforts. additional measures regarding trash removal that were contained in 2014 agreement; and for future year's, include in agreement that NCF will have volunteers (wearing t-shirts with proactive messaging) taking trash at West End and Clinch Park Beaches during highly-attended events, such as Air Show and Fireworks. Add additional trash cans along the parkway.

Noise

Well-contained this year. The Police Department issued no violations. Alternate stage orientation this year was beneficial.

For the future: continue involvement of Noise Control Officer regarding methods for reducing noise at event.

Parks

There was a decrease in damage to of irrigation lines. There were more 'crushed' lines than punctures. NCF has agreed to reimburse the City for the costs of repair.

For the future: place mats or boards to spread the weight that is over the irrigation lines. For TART Trail along Grandview Parkway, locate fence as far north as possible, to keep fence posts as far away from irrigations lines as possible.

Marina

Access to F Dock is cut off for boaters (the floating dock section along the rock breakwall to the Office of the City Clerk, 400 Boardman Avenue, Traverse City, MI 49684

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far west of the marina, near where the beer tent is located). Boaters were forced to climb up steep steps, which is of particular concern for those with mobility challenges. Fencing encroached on ramp area. Chalk drawing day left a mess on the sidewalk for days.

For the future: Marina Dockmaster and ADA Coordinator to review placement of items in this area to ensure issue doesn't recur. If chalk drawing day will recur, revisit how it's conducted to greatly reduce issues.

Parking

No parking signs should be more visible. Need to ensure availability of handicap parking in Lot B.

For the future: Use TCFF signs sample – post on the side of parking meters that faces the sidewalk. Post signs Friday evening before Saturday parade. On other days, post three hours in advance. Ensure appropriate accommodation for handicap parking in Lot B, particularly on Special Kids Day.

Portable Toilet Facilities

While NCF spent an additional \$10,000 this year on these facilities, (they had 230 units deployed), some facilities were full ('up to the seat') in high-traffic areas. While there may not generally be a need for more facilities (though some need to be pumped more), the facilities should be located in additional locations.

For the future: pump out facilities in high-traffic areas multiple times in the day, as necessary. Place facilities east of Clinch Park, near Murchie Bridge and west of the Volleyball courts. Add more facilities along the half-marathon route.

Union Street – between Grandview Parkway and Front Street

The crowd – and general environment – in this area can be very intimidating to many visitors. Last year, this was greatly enhanced by the entertainers in this area that encouraged a comfortable / safe-feeling environment and atmosphere for all.

For the future: Revert to 2013 practices in this area.

Smoke-Free Efforts

It was noted that Lisa Danto and Karl DeFoe submitted a report outlining their concerns.

For the future: staff will meet and discuss the recommendations contained on page 5 of this report, recognizing that enforcement by City Police of smoking rules is a very low priority when recognizing the extraordinary influx of population influx into the city and all associated police issues with maintaining health, safety and welfare.

Streets

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Placement of left-turn signs on one-way streets along the parade route.

For the future: NCF to take the lead on placing these signs as appropriate.

BATA

General comment – moved approximately 3,000 people on Saturday, July 5; that is more than BATA moved the entire week of Festival in 2012.

Towing vehicles

Need to establish a consistent location to which vehicles are towed.

For the future: tow all vehicles to Lot E (behind the Post Office).

Business owner access during the Saturday parade/race

Many volunteers ‘denied’ access by business owners to their business when it was crucial.

For the future: Continue training with volunteers to allow business owners access.

Bicycles

Bicycles were secured to various non-bike rack locations / left without places to properly secure them.

For the future: Provide additional bicycle parking.

Feedback through City’s Website

This year, the city launched a new website which has an event feedback feature. That feature was published during the week of the National Cherry Festival by media. The feature does not require those giving feedback to be a City resident, nor are author’s authenticated. With that context, the following feedback was received:

Comment (generalized):	Number of such comments:
Too much trash	16
The event draws too much of a crowd and is too long	13
There is too little police and/or security enforcement for the size of the crowd	12
Too much traffic	6
Music from the stage is too loud	6
Too many parking facilities are taken up	4
Too many airshows	4

The festival should avoid the holiday	3
Proper notice to downtown employees should be given – regarding street closures and alternatives	2
The park landscape is ruined and too much space is consumed	2
Does not honor our local heritage like it should	2
Stop using Arnolds Amusements	2
Need to have better relay of information regarding towing of vehicles – who towed and what is the cost	1
Not enough public restrooms	1
Too much candy distributed during the event	1

K:\tcclerk\permits\streets major \ 2014\ncf\debrief formal report to city manager

The City of Traverse City

Code Enforcement

Governmental Center
400 Boardman Ave
Traverse City MI 49684
(231) 922-4414
www.traversecitymi.gov



To: Ben Marentette
From: Michael Trombley
Ref: Cherry Festival Summary
Date: 07-14-14

Ben,

You requested a summary of possible issues during this year's Cherry Festival. You had tasked me with several areas of concern, that you wanted me to keep an eye on. You also asked for possible recommendations for future festivals.

The set up seemed to go quite smoothly, and I did not observe any issues that created problems. I did have to contact Security Sanitation regarding placement of several Pot-a-johns in two separated locations. The only issue was that the units were placed with the doors facing the Tart trail. The problem was corrected immediately and the folks at Security Sanitation were very cooperative. It did appear though, someone other than Security, had turned the units back around, after Security had turned them in the proper position. This occurred on the west end of the Open Space area, behind the Stage, next to the Tart trail. I re-contacted Security Sanitation, and the problem was again corrected immediately.

Trash collection, was kept up, and I observed many young volunteers with garbage bags covering the entire area.

Signs all appeared to be in order, and I did not have to make any adjustments.

I also observed several volunteers on smoke patrol, carrying buckets for cigarettes, and it appeared that when they approached a smoker, and informed them of the no smoking rule, the smoker would comply and put the cigarette out in the bucket without incident.

Bicycles were in abundance and there obviously were not enough bike racks to accommodate them, causing bikes to be locked up all around the Marina railings, parking meters, sign posts and any fixed object available. One suggestion might be to designate a temporary bike corral area with temporary bike racks that could accommodate a large number of bicycles.

Union Street between Front and the Parkway was as always a mess and gathering spot for several hundred young people. The City Police were quite often posted up on that block, but it is still a problem, and I had heard many complaints from Festival goers about the large mob. I'm not sure how that can be corrected.

Trash on the beach was a major issue, but with the City cleanup crew, and many volunteers, it was cleaned by 6:30am. A suggestion would be to have Cherry Festival provide many more trash receptacles along the beach area.

I only spoke with Trevor Tkach on one occasion, and he was very good to work with.

I observed no other issues or problems, and it appeared all operations went smooth.

Respectfully,

Mike Trombley CEO



Benjamin Marentette <bmarente@traversecitymi.gov>

City's incremental costs for 2013 & 2014 Cherry Festival

T 09:55:00

Benjamin Marentette <bmarente@traversecitymi.gov>
 To: Ross Richardson <rrichardson@traversecitymi.gov>
 Cc: Jered Ottenwess <jottenwess@traversecitymi.gov>

Mon, Sep 8, 2014 at 11:19 AM

Hi Ross,

As requested, the following breaks down the city's incremental costs for the 2013 & 2014 Cherry Festivals (departmental costs are for overtime; with DPS charges including American Waste costs (landfill costs), which were \$190 in 2014; and \$750.50 in 2013).

2014:

Description:	Amount:
DPS (Parks, Streets)	\$11,642.78
Police Department	\$46,546.00
Fire Department	\$ 3,424.26
Irrigation line damage	\$ 1,096.71
Total	\$62,709.75

2013:

Description:	Amount:
DPS (Parks, Streets)	\$ 8,009.50
Police Department	\$26,179.53
Fire Department	\$ 2,963.40
Irrigation line damage	\$ 1,056.54
Total	\$38,208.97

Benjamin C. Marentette, CMC
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